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## Digital Studios

From YouTube Aggregators  
to Media Giants

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**VAST**MEDIA



# Digital Studios: From YouTube Aggregators to Media Giants

## Introduction

### Digital Studios: their most popular channels and news updates for selected digital studios

As millennials increasingly turn to digital video for innovative content and walk away from traditional TV, Digital Studios are often discussed as the future of the entertainment business and the next-generation media giants. Digital studios started out and would not exist without YouTube, but are now much more than an aggregation of YouTube channels that make money off YouTube ad revenue.

The now multifaceted companies are actively expanding their reach beyond YouTube and create high-quality content for a variety of other platforms, including Facebook, Instagram, Snapchat, their own direct-to-consumer platforms and portals (such as Endemol beyond's [getbeyond.us](http://getbeyond.us)) – and even TV.

The digital studios content market is growing steadily and for established "traditional" media companies that content increasingly becomes a key part of their digital strategies: by either buying Digital Studios (Disney for example purchased Maker Studios for nearly \$1 billion), partnering with them or establishing their own (like ProSiebenSat.1's Studio71), media companies try to reach the audience that turns away from TV. Beyond such deals, digital studios constantly define new content formats and content distribution models in their quest for profitability and sustainability and are increasingly looking to brands to monetize their content.

Today, branded entertainment is an integral part of monetizing digital studios' content. Beyond the standard pre-roll, Digital Studios provide brands with mutually beneficial native advertising opportunities that effectively embed brands into the content that appeals to a young audience. All in all, there has been a shift in the way Digital Studios are perceived by the media and entertainment industry.

This white paper is an update to our last report on MCNs (Multi-Channels Networks) that we call now digital studios. It (re-) introduces some of the biggest players in the Multi-Channel Network game and their most popular channels and aims to show how they continue to change the media landscape.

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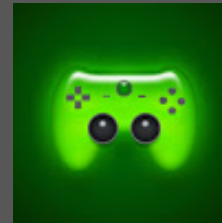
**Network:** alliance Network  
**Owner:** Webedia SA  
**Country:** Germany  
**Launch:** 2010  
**Categories:** Gaming, Entertainment  
**Channels:** 385  
**Videos:** 523,605  
**Overall Views:** 6.4 billion  
**Monthly Views:** 200 million  
**Subscribers:** 20.8 million  
**Subnetworks:** alliance Gaming, alliance Movies  
**Homepage:** [jointhealliance.com](http://jointhealliance.com)

### About:

Launched in 2010 as GameStar & Friends, the alliance Network is now one of the biggest German-language gaming and entertainment networks, reaching audiences through desktop, mobile, apps and magazines. alliance Network was originally a part of technology media, data and marketing services company IDG. However, in 2015, the responsible entertainment department IDG Communications Media AG has been acquired by France's Webedia. While the subnetwork alliance Gaming specializes in gaming-related content, the sub-network alliance Movies has a strong focus on reporting about the TV and movie industry.

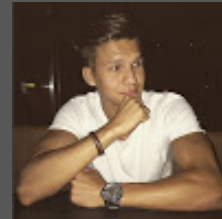
### Latest News:

- Webedia is the No. 1 French digital publisher worldwide with 90 million unique visitors per month and 60 million social media fans. (04.2016, Source: MipBlog)
- It supports 50 leading entertainment and leisure media brands, which have generated 1billion views. (04.2016, Source: MipBlog)



**#1 Channel: PietSmiet**  
(2.04 million subscribers)

'PietSmiet' consists of five German narrators who comment on video games and also create vlogs.



**#2 Channel: KsFreakWhatElse**  
(1.11 million subscribers)

The videos of 'KsFreakWhatElse' deal with pretty much anything. The Austrian YouTuber plays pranks, sometimes he shows his fans 'Ten Different Types of ...' and sometimes he gives them challenges such as 'jump from the 10-Meter tower'.



**#3 Channel: GameStar**  
(0.72 million subscribers)

'GameStar' is narrated by the same four young men who also run the quite popular German computer game magazine of the same name. In their videos they comment on video games and often invite guests such as developers to talk about them.



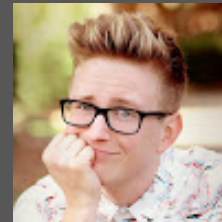
**Network:** AwesomenessTV  
**Owner:** DreamWorks Animation, Hearst, Verizon  
**Country:** USA  
**Launch:** 2012  
**Categories:** Teens, Beauty, Pop Culture, Entertainment, Lifestyle  
**Channels:** 86,524  
**Videos:** 1.48 billion  
**Overall Views:** 16.38 billion  
**Monthly Views:** n.a.  
**Subscribers:** 170 million  
**Subnetworks:** Big Frame, strategic content partnership with Endemol beyond  
**Homepage:** awesomenesstv.com

### About:

AwesomenessTV is a multi-platform media entertainment company primarily targeting teenagers and pre-teens. The company started as a MCN in 2012. Today the ATV Network manages around around 86 thousand channels worldwide. Also included under the AwesomenessTV banner are the talent management company Big Frame, DreamWorksTV (a YouTube channel for kids and families), Awestruck (a lifestyle brand with original short-form content for millennial moms), Awesomeness Films and the youth marketing research firm Wildness.

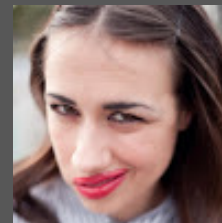
### Latest News:

- Verizon bought 24.5% stake in AwesomenessTV; bringing valuation to \$650 million (04.2016, Source: Video Ink)
- Currently developing RatedRed.com and Seriously.TV, which will be distributed across Go90, AOL and 3-party platforms (04.2016, Source: Video Ink)



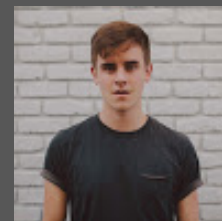
### #1 Channel: Tyler Oakley (8.06 million subscribers)

Tyler Oakley is an American comedy YouTuber who releases a variety of differently-themed videos - often in collaboration with other YouTubers. Most of his videos center on pop culture, queer politics and LGBT activism. He also does interviews with celebrities, since he is a self-proclaimed 'professional fangirl'.



### #2 Channel: Miranda Sings (6.23 million subscribers)

Miranda Sings is an internet character created by American comedian, actress and singer Colleen Evans. The channel features videos of the comically talentless, eccentric and quirky character of Miranda. Some of her most popular videos include parodies of pop songs such as Taylor Swift's 'Shake it Off'.



### #3 Channel: ConnorFranta (5.41 million subscribers)

The channel of Connor Joel Franta regularly features content ranging from lifestyle vlogs to comedy skits to inspiration films.

**broadbandtv**

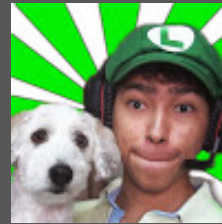
**Network:** BroadbandTV  
**Owner:** RTL Group  
**Country:** Canada  
**Launch:** 2005  
**Categories:** Gaming, Entertainment, Beauty, Lifestyle, Fashion  
**Channels:** 74,000  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 2.73 billion  
**Subscribers:** n.a.  
**Subnetworks:** Opposition, TGN, WIMSIC, Kandesha, Outspeak, Hooplakidz Network  
**Homepage:** bbtv.com

### About:

BroadbandTV is a Canada-based global media and technology company that operates the world's largest multi-platform network. The company's key media brands include TGN, a gaming network on YouTube; the hip-hop music network Opposition; WIMSIC, an electronic dance music network on YouTube; HooplaKidz, a kids and family network; Outspeak, a citizen journalism network in partnership with The Huffington Post; as well as Windfall, a strategic alliance with BMG targeting up-and-coming music artists on YouTube. In addition, BroadbandTV provides end-to-end channel management and technology solutions for content creators and media companies, including FremantleMedia, A&E and Sony Pictures.

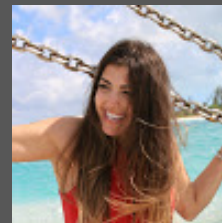
### Latest News:

- Fastest growing MPN in the world (02.2016, Source: bbtv.com)
- Nearly 319 million worldwide unique viewers (02.2016, Source: bbtv.com)



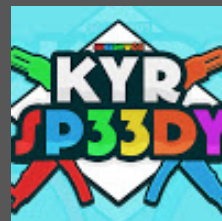
### #1 Channel: Fernanfloo (10.36 million subscribers)

Luis Fernando Flores' Spanish-language channel 'Fernanfloo' is known for its entertaining gameplay videos. However, the channel also features other content including vlogs, various YouTube challenges and Q&As.



### #2 Channel: Rclbeauty101 (7.39 million subscribers)

YouTuber Rachel Levin regularly fills her channel 'Rclbeauty101' with beauty, fashion and style videos. Furthermore, she offers her viewers a number of skits and vlogs.



### #3 Channel: speedyw03 (6.68 million subscribers)

Lucas Speed Eichorn Watson, who runs 'Speedyw03', is a gaming YouTube and most well known for his humorous 'Grand Theft Auto' and 'Call of Duty' videos.





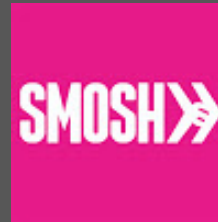
**Network:** DEFY Media  
**Owner:** Defy Media, Inc.  
**Country:** USA  
**Launch:** 2013  
**Categories:** Entertainment, Gaming, Movies  
**Channels:** n.a.  
**Videos:** 30,000  
**Overall Views:** n.a.  
**Monthly Views:** 500 million  
**Subscribers:** n.a.  
**Subnetworks:** n.a.  
**Homepage:** defymedia.com

#### About:

DEFY Media is a digital media company that creates, distributes and owns content targeted at the 13-34 age group. It is one of the leading media brands centered on comedy, lifestyle, entertainment and gaming. DEFY Media's leading brands include Smosh, Break and Screen Junkies.

#### Latest News:

- most well known brand is SMOSH with around 140 million views monthly (02.2016, Source: Video Ink)
- just launched 'Clevver Now', the first of DEFY's new original series, debuted on Verizon's go90 (02.2016, Source: DEFY Media)



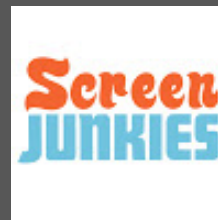
**#1 Channel: Smosh**  
(21.98 million subscribers)

'Smosh' is a web-based comedy duo consisting of Ian Hecox and Anthony Padilla who upload skits and other funny videos to their channel.



**#2 Channel: Smosh Games**  
(6.77 million subscribers)

'SmoshGames' is a YouTube video gaming channel created by the founders of 'Smosh'. The channel features videos of them commentating, playing, and sharing their opinions of various video games.



**#3 Channel: Screen Junkies**  
(5.34 million subscribers)

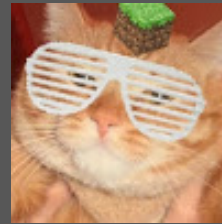
'Screen Junkies' is a channel dedicated to producing movie- and television-related content. Their three main shows include 'The Screen Junkies Show' (interviews and film discussions), 'Honest Trailers' (parodies to films and TV shows) and 'Movie Fight' (film- and TV-related debates).



**Network:** DIVIMOVE  
**Owner:** DIVIMOVE, FremantleMedia  
**Country:** Germany  
**Launch:** 2012  
**Categories:** Gaming, Beauty, Entertainment, Music, Fashion  
**Channels:** 1,300  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 1.6 billion  
**Subscribers:** 140 million  
**Subnetworks:** n.a.  
**Homepage:** divimove.com

**About:**

DIVIMOVE is a German-based digital media company that operates Europe's leading talent-network with more than 1,300 digital influencers from Germany, Spain, the Netherlands, Italy, France and Poland. DIVIMOVE additionally operates an artist management unit and runs an in-house digital native ad agency, brandboost by DIVIMOVE, which connects brands with digital influencers and develops online communication solutions. DIVIMOVE maintains a strategic partnership with FremantleMedia, which is a majority stakeholder of the digital studio.



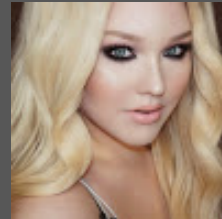
**#1 Channel: elrubiusOMG**  
(17.38 million subscribers)

Rubén Doblas Gundersen, known under his pseudonym El Rubius, is a Spanish YouTube personality whose channel primarily consists of gameplays and video blogs.



**#2 Channel: AuronPlay**  
(3.38 million subscribers)

'AuronPlay' is run by Raúl Álvarez Genes who uploads a wide range of videos including prank calls, vlogs and video reviews.



**#3 Channel: Nikkie Tutorials**  
(3.16 million subscribers)

'Nikkie Tutorials' features easy-to-learn make up tutorials, mostly themed after famous people or movie characters.

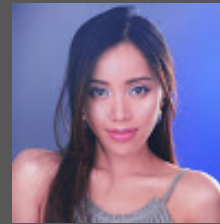


**ENDEMOL  
BEYOND**

**Network:** Endemol beyond  
**Owner:** Endemol Shine  
**Country:** Germany  
**Launch:** 2012  
**Categories:** Gaming, Entertainment, DIY, Lifestyle  
**Channels:** 300  
**Videos:** 19,000  
**Overall Views:** n.a.  
**Monthly Views:** 1.8 billion  
**Subscribers:** 17 million  
**Subnetworks:** EndemolUSA, EndemolDE, Endemol beyond Brasil, Endemol Beyond International, strategic content partnership with AwesomenessTV  
**Homepage:** endemol-beyond.de

### About:

Endemol beyond is a global network of premium online content with roughly 300 video channels and content that is available across more than 20 platforms. It launched in Germany in late 2012 and is based in the US, UK, Germany, France, Italy and Spain and also expanding to Latin America and Asia. Endemol beyond's talent includes digital pioneer Michelle Phan, who runs the biggest and most influential beauty and makeup channel on YouTube and launched her own digital studio FAWN in 2012, which is now the company's lifestyle sub-network. Phan and Endemol Beyond recently launched ICON as well, a global premium lifestyle network with a slate of original programming in beauty, fashion, DIY, food and more.



### #1 Channel: Michelle Phan (8.49 million subscribers)

Michelle Phan is a YouTube beauty guru, providing her viewers with a wide range of beauty- and lifestyle-related tutorials and vlogs.



### #2 Channel: Canal Nostalgia (6.15 million subscribers)

Brazilian channel 'Canal Nostalgia' by creator Felipe Castanhari produces pop culture content that especially kids born in the 90s can relate to.



### #3 Channel: Simons Cat (3.82 million subscribers)

'Simon's Cat' is an animated series featuring the mischievous and often hilarious antics of a fat white cat and his owner Simon.



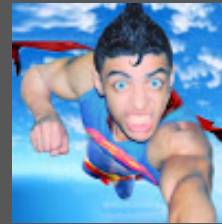
**Network:** Freedom!  
**Owner:** any.TV Limited  
**Country:** USA  
**Launch:** 2013  
**Categories:** Gaming, Music, Vlog, Beauty  
**Channels:** 156,307  
**Videos:** 9.13 million  
**Overall Views:** n.a.  
**Monthly Views:** 2.81 billion  
**Subscribers:** n.a.  
**Subnetworks:** BEAT, Freedom! FR, Freedom! China, Freedom! Brasil, Freedom! Deutschland, MGN, MGN en Español, MGN Brasil, Movie!, Geek!, Toys!, Gamers!, Kids Hub  
**Homepage:** freedom.tm

### About:

Freedom! is a leading global video entertainment network with content targeted at young males aged 18-34. The digital studio launched in December 2013 and has quickly grown to become one of the largest networks on YouTube. What distinguishes Freedom! from other networks is the focus on young YouTubers and young entrepreneurs and its sponsorship programs for small channels and gamers. The network also created MGN, the Multi-Gaming Network, a YouTube digital studio exclusively for gamers.

### Latest News:

- Video content distribution deal with Frequency includes 14 of Freedom!'s most popular channels (for example the Duck Voice, Drama Alert, Prank Army, Anonymous among others) (03.2016, Source: News 9)



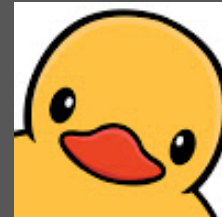
### #1 Channel: Everson Zoio (2.57 million subscribers)

YouTuber Everson Zoio engages in a variety of entertaining in-home and outdoor challenges and Q&As.



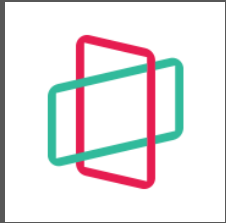
### #2 Channel: Mejores Juguetes (2.02 million subscribers)

'Mejores Juguetes' is a channel tailored at children of all ages and their parents. Most of the videos are dedicated to unboxing all different kind of toys.



### #3 Channel: TheDuckVoice (1.39 million subscribers)

This gaming channel often uploads videos in which fellow online-players are pranked imitated voices of characters such as Mickey Mouse or Donald Duck. Furthermore, the creators often prank users on chat platforms such as Omegle or ChatRoulette.



**Network:** Fullscreen  
**Owner:** Otter Media (AT&T, The Chernin Group)  
**Country:** USA  
**Launch:** 2011  
**Categories:** Entertainment, Comedy  
**Channels:** 70,000  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 5.8 billion  
**Subscribers:** 797 million  
**Subnetworks:** n.a.  
**Homepage:** fullscreen.com

#### About:

Fullscreen is global youth entertainment media company and network of over 60,000 leading content creators and brands on YouTube. It was founded in January 2011 by George Strompolos, a co-creator of YouTube's Partner Program, and operates as a subsidiary of Otter Media. Fullscreen also provides end-to-end channel management and optimization services for brands and media companies, including FOX, NBCUniversal, FremantleMedia, Ford and GE.

#### Latest News:

- Acquisition of StageBloc, an audience engagement platform allowing its partners to track and engage with their respective fanbases; the service will be rebranded as Fullscreen Direct (04.2016, Source: Tubefilter)
- Set to launch new ad-free SVOD service called "fullscreen" for 4,99\$/month in late April 2016 with scripted and unscripted series; available at available at fullscreen.com, iOS devices, selected phones and Google Chromecast (04.2016, Source: Tubefilter)



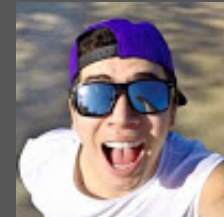
#### #1 Channel: Fine Brothers Entertainment (13.80 million subscribers)

'TheFineBros' offers comedy and series from the filmmaking brothers Benny and Rafi Fine. The channel is best known for the successful 'React' video series, their movie spoiler series, narrative web series and the first transmedia sitcom on YouTube 'MyMusic'.



#### #2 Channel: Ray William Johnson (10.64 million subscribers)

The content for the channel is produced by Ray William Johnson's production studio Equals Three Studios. They currently produce five shows of comedic nature: 'Date Debate', 'Comedians On', 'Booze Lightyear', '10/10' and 'Equals Three', the long-running viral video show with which Johnson rose to Internet fame.



#### #3 Channel: whinderssonnunes (7.67 million subscribers)

Hosted by Brazilian comedian Whindersson Nunes, this channel features a variety of diverse content including vlogs, parodies, original songs and movie reviews.



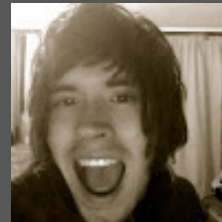
**Network:** Machinima  
**Owner:** Machinima, Inc.  
**Country:** USA  
**Launch:** 2000  
**Categories:** Gaming, Movies, Animation, Music, Series  
**Channels:** 10,889  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 4 billion  
**Subscribers:** 507 million  
**Subnetworks:** n.a.  
**Homepage:** machinima.com

#### About:

Machinima is the leading global video entertainment network for fandom and gamer culture and one of the top entertainment networks on YouTube. Machinima's focus is on scripted, topical and gaming programming, which is available across multiple video platforms. The network features scripted and unscripted series, original content, weekly and daily shows, official publisher pop culture content and gameplay videos, all targeted at the 13-34 year-old demographic. Machinima's financial backers include MK Capital, Redpoint Ventures, Warner Bros. and Google Capital.

#### Latest News:

- "Street Fighter: Resurrection" (based on a video game franchise) is Machinima's first original series for Go90 (03.2016, Source Tubefilter)
- Teamed up with The CW and Warner Bros. Interactive Entertainment for the third season of Machinima's E-Sports docuseries "Chasing the Cup" which will be aired on CW Seeds and The CW Network (01.2016, Source: Machinima)



#### #1 Channel: HolaSoyGerman. (27.21 million subscribers)

Germán Alejandro Garmendia Aranís is a Chilean YouTube comedian, musician, singer and writer. On his Spanish-language channel, he regularly uploads scripted comedic skits and vlogs. Additionally, Germán also operates the gameplay channel 'JuegaGerman' (12,244m subscribers), which is the digital studio's second most subscribed to channel.



#### #2 Channel: Machinima (12.74 million subscribers)

'Machinima' is a video entertainment network for gamers around the world, featuring gameplay videos, trailers, original series, livestreams and up-to-date news for the gamer generation.



#### #3 Channel: Sky Does Minecraft (11.89 million subscribers)

'SkyDoesMinecraft' is a channel dedicated to the sandbox indie game 'Minecraft' that features content such as mod reviews, play through videos, animations and comedy skits.



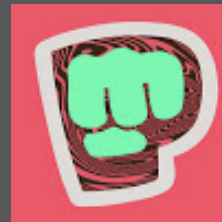
**Network:** Maker Studios  
**Owner:** The Walt Disney Company  
**Country:** USA  
**Launch:** 2009  
**Categories:** Gaming, Entertainment, Lifestyle, Family  
**Channels:** 55,000  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 20 billion  
**Subscribers:** 650 million  
**Subnetworks:** Polaris, MakerGen, Maker Music, Revelmode  
**Homepage:** makerstudios.com

### About:

Maker Studios is a global leader in short-form video and the largest content network on YouTube with over 60,000 content creators from more than 100 countries. It is a wholly owned subsidiary of The Walt Disney Company. Maker's programming ranges from gaming, sports, life, style and family to entertainment. There are several sub-networks, including Maker Music; Polaris, a network for video game culture; MakerGen, which promotes small and growing channels; and Revelmode, a network for gaming and pop culture that was launched by Felix Kjellberg, aka PewDiePie, the #1 most-subscribed YouTuber in the world. Subsidiary of The Walt Disney Company since March 2014.

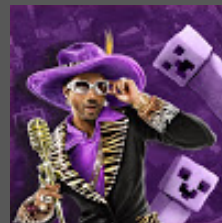
### Latest News:

- PewDiePie and Maker Studios launched the network Revelmode which focuses on gaming, pop culture and charity in January 2016 (01.2016, Source: Tubefilter)



### #1 Channel: PewDiePie (Polaris) (43.25 million subscribers)

'PewDiePie' is run by Felix Kjellberg, a Swedish video game commentator on YouTube whose channel is specialized in 'let's play' videos of horror and action video games. He is the most subscribed content creator on YouTube.



### #2 Channel: VEGETTA777 (Polaris) (13.38 million subscribers)

Operated by Spanish YouTuber Samuel de Luque Batuecas, 'VEGETTA777' is a channel dedicated to gameplays, with special focus on the popular game Minecraft.



### #3 Channel: ERB (13.14 million subscribers)

Epic Rap Battles of History ('ERB' for short) is a video series that consists of famous historical or pop culture figures, that can be fictional as well as real, competing against each other in rap battles.



**Network:** MediaKraft Networks  
**Owner:** n.a.  
**Country:** Germany  
**Launch:** 2011  
**Categories:** Entertainment, Gaming, Music, Beauty  
**Channels:** 2,000  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 600 million  
**Subscribers:** n.a.  
**Subnetworks:** Comedy Net, TIN, Magnolia, Plexus, Hometown  
**Homepage:** mediakraft.net

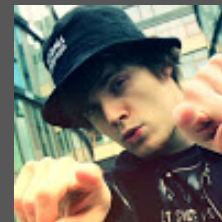
**About:**

Mediakraft Networks is a leading online TV channel in central Europe and operates video networks on various platforms. Mediakraft's content creators make videos in the areas of entertainment, beauty, sports, news and urban culture, targeted at 14-34-year olds. The company cooperates with various media and brand partners to create engaging content, including Constantin Film, Spotify and L'Oréal.



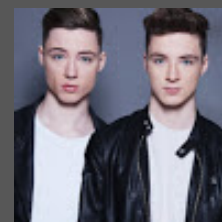
**#1 Channel: YTITTY (discontinued)**  
**(3.16 million subscribers)**

'Y-TITTY' was a German comedy trio that produced comedic sketch and parody videos on their same-named channel. Until now, they are the most subscribed German channel on YouTube. However, in December 2015 they announced their split, and therefore the shut down of their channel, due to the fact that their personal goals have changed over the course of time.



**#2 Channel: iBlali**  
**(2.30 million subscribers)**

Viktor 'iBlali' Roth provides his viewers with a wide range of differently assorted videos in which he often discusses random topics in a humorous way.



**#3 Channel: DieLochis**  
**(1.97 million subscribers)**

'DieLochis' are the two German teenage twins Heiko and Roman who create comedy- and music-related videos. They are known for their own original songs as well as for their popular parodies.





**Network:** Studio71  
**Owner:** ProSiebenSat.1 Media SE  
**Country:** Germany  
**Launch:** 2013  
**Categories:** Gaming, Entertainment, Teens  
**Channels:** 1,400  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 3.5 billion  
**Subscribers:** n.a.  
**Subnetworks:** n.a.  
**Homepage:** studio71.com

#### About:

Studio71, a subsidiary of German media group ProSiebenSat.1, is one of the largest global Digital Studios and leading producer of digital content in German-speaking countries. Studio71 bundles the web-only content of the media group as well as content of web creators and content partners from different genres. Major properties include Video Game High School, The Annoying Orange on Cartoon Network and Epic Meal Empire. The company is also a leader in influencer marketing and branded content production. In July 2015, ProSiebenSat.1 Media SE bought the final stakes in Collective Digital Studio which is now fully merged with Studio71.



#### #1 Channel: Good Mythical Morning (9.96 million subscribers)

'Good Mythical Morning' is a daily morning talk show by the duo Rhett James McLaughlin and Charles Lincoln "Link" Neal from North Carolina.



#### #2 Channel: VitalyTv (8.99 million subscribers)

Russian-born YouTube personality Vitaly Zdorovetskiy is the founder of 'VitalyTv'. His channel is known for his entertaining prank videos and the 'How To Pick Up Girls!' series.



#### #3 Channel: RomanAtwood (second channel of VitalyTv) (8.73 million subscribers)

Roman Atwood's channel of the same name is dedicated to uploading hidden camera public prank videos.



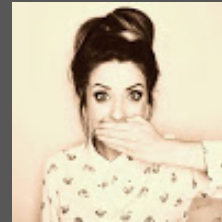
**Network:** StyleHaul  
**Owner:** RTL Group  
**Country:** USA  
**Launch:** 2011  
**Categories:** Beauty, Fashion, Lifestyle  
**Channels:** 5,974  
**Videos:** 741,811  
**Overall Views:** n.a.  
**Monthly Views:** 1.6 billion  
**Subscribers:** 344 million  
**Subnetworks:** n.a.  
**Homepage:** stylehaul.com

### About:

StyleHaul is the leading global style network, curating and creating style-centric programming for the 18-34 year old female demographic. The StyleHaul community consists of more than 6,000 content creators across more than 85 countries. The network works with numerous brands, including L'Oreal, Maybelline and Macy's. StyleHaul, which was acquired by RTL Group in 2014, also operates an original content programming unit as a result of a multi-year development deal with FremantleMedia.

### Latest News:

- StyleHaul teamed up with Time Inc. for branded projects for multiple platforms (03.2016, Source: Tubefilter)
- StyleHaul inked a deal with Verizon's go90 mobile video service to produce exclusive content; for example the 12-part dramedy "Relationship Status" addressing the theme of online dating with well-known actors (01.2016, Source: Tubefilter)



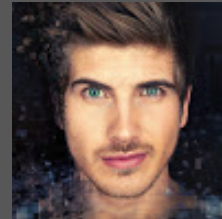
### #1 Channel: Zoella (10.43 million subscribers)

Zoe Elizabeth Sugg is a British beauty and fashion vlogger who uploads a variety of hauls, tutorials, vlogs and collaboration videos onto her channel.



### #2 Channel: ThatcherJoe (6.43 million subscribers)

'TatcherJow' is one out of three channels run by British YouTuber, film-maker and author Joseph Graham "Joe". On his main channel he presents various challenges, pranks and impressions.



### #3 Channel: Joey Graceffa (6.05 million subscribers)

Joseph Michael "Joey" Graceffa is an American actor, writer, producer, singer and YouTube personality. His videos are mostly vlog-based but he also does tag videos and challenges with other YouTubers.



**Network:** TubeOne  
**Owner:** TubeOne Networks GmbH  
**Country:** Germany  
**Launch:** 2014  
**Categories:** Entertainment, Beauty, Gaming, Sport, News  
**Channels:** 214  
**Videos:** 81,280  
**Overall Views:** 9.5 billion  
**Monthly Views:** n.a.  
**Subscribers:** 57 million  
**Subnetworks:** n.a.

**Homepage:** tubeone.com

#### About:

TubeOne Networks is one of the leading social influencer agencies and Digital Studios in Germany. The network combines more than 400 channels on a variety of platforms. TubeOne's content creators come from a wide range of different genres, including entertainment, comedy, beauty, lifestyle, gaming, tech, sports, fitness, news and information.



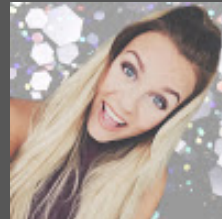
#### #1 Channel: ApeCrime (3.17 million subscribers)

'ApeCrime' is a German trio producing a wide range of comedic content. They are also known for their popular parodies.



#### #2 Channel: Dner (2.64 million subscribers)

German YouTuber 'Dner', or Felix von der Laden, regularly uploads 'let's play' videos and vlogs.



#### #3 Channel: Dagi Bee (2.62 million subscribers)

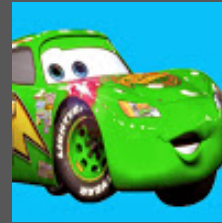
'Dagi Bee', Dagmara Nicole Ochmanczyk, provides her fans and followers with a wide range of beauty- fashion- and lifestyle-related content.



**Network:** Union for Gamers  
**Owner:** Curse Inc.  
**Country:** USA  
**Launch:** 2012  
**Categories:** Gaming, Kids  
**Channels:** 6,000  
**Videos:** n.a.  
**Overall Views:** n.a.  
**Monthly Views:** 1 billion  
**Subscribers:** 100 million  
**Subnetworks:** n.a.  
**Homepage:** unionforgamers.com

### About:

Union for Gamers is a gaming-focused YouTube digital studio owned by Curse, a global online media and technology company that operates some of the most popular gaming websites. The Union for Gamers is a partnership program for individual YouTube content producers that enables them to easily monetize their channels without restrictive contracts. Gamers that partner with Curse receive a set of tools, cross-platform exposure and other partnership benefits.



### #1 Channel: Disney Cars Toy Club DCTC (3.86 million subscribers)

'Disney Cars Toy Club DCTC' produces children friendly videos that are mostly directed at girls. They deal with arts and crafts, dolls, puppies, and much more. They often feature children and let them give their opinions about new products.



### #2 Channel: VideoGameDunkey (2.35 million subscribers)

'VideoGameDunkey' is a YouTube video blogger known for his reviews, commentaries and walkthrough videos for a variety of video games.



### #3 Channel: Siv HD (2.00 million subscribers)

On his channel, video veteran Robbert van Eijndhoven mostly posts videos of him playing the real-time strategy video game 'League of Legends'.



**Network:** Vevo  
**Owner:** Universal Music Group, Sony Music Entertainment, Google and Abu Dhabi Media  
**Country:** USA  
**Launch:** 2009  
**Categories:** Music  
**Channels:** 50,422  
**Videos:** 197,363  
**Overall Views:** 435 billion  
**Monthly Views:** 12 billion  
**Subscribers:** 903 million  
**Subnetworks:** n.a.  
**Homepage:** [vevo.com](http://vevo.com)

### About:

Vevo is the world's leading premium music video and entertainment platform, offering a big library of 140,000 HD music videos, original programming and live concert performances. Vevo is owned and operated by a joint venture of Universal Music Group, Sony Music Entertainment, Google and Abu Dhabi Media. The videos are released through the website [Vevo.com](http://Vevo.com), apps for mobile and TV and through Vevo TV. The Vevo catalogue is also syndicated across the web, for example on YouTube.

### Latest News:

- Vevo is working on a paid subscription service for music content only (02.2016, Tubefilter)
- After hearing about David Bowie's death, fans watched around 51 million videos on January 11, 2016 (02.2016, Tubefilter)



**#1 Channel: JustinBieberVEVO**  
 (20.71 million subscribers)

'JustinBieberVEVO' assembles original music videos and performance videos of Canadian singer and songwriter Justin Bieber.



**#2 Channel: RihannaVEVO**  
 (20.21 million subscribers)

Official music and performance videos of popular singer Rihanna can be found on 'RihannaVEVO'.



**#3 Channel: OneDirectionVEVO**  
 (19.84 million subscribers)

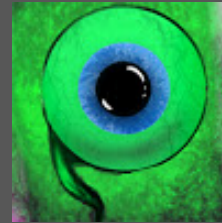
'OneDirectionVEVO' features songs and performances by English-Irish pop boy band of the same name.



**Network:** Zoomin.TV  
**Owner:** n.a.  
**Country:** Netherlands  
**Launch:** 2000  
**Categories:** News, Entertainment, Gaming, Lifestyle  
**Channels:** 30,000  
**Videos:** 125,000  
**Overall Views:** n.a.  
**Monthly Views:** 2.4 billion  
**Subscribers:** 150 million  
**Subnetworks:** n.a.  
**Homepage:** zoomin.tv

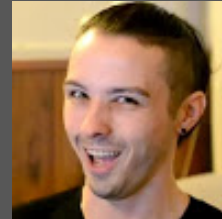
### About:

Zoomin.TV is a video producer and a video advertising network operator, with a studio with over 30,000 channels and a corporate publishing company based in Amsterdam. The company is very successful not only in Europe, with over 125,000 videos being yearly published worldwide and 2.4 billion views per month. Zoomin.TV also features it's own content on its studio's website and it's official YouTube channel, which are short videos on news and politics as well as music, sport and games.



### #1 Channel: [jacksepticeye](#) (9.60 million subscribers)

Seán William McLoughlin calls himself the 'most energetic video game commentator on YouTube'. In his 'Let's Play' series he comments on video games loudly, fast and with a lot of silly humor.



### #2 Channel: [8cho](#) (1.14 million subscribers)

'8cho' is a Spanish YouTube channel whose narrator Daniel Garcia Sanchez comments on lifestyle and trends, mainly related to the internet, Anime, Japan and absurd facts. His 'Top 10' videos are very popular among his fans.



### #3 Channel: [Gustavo Paródias](#) (0.83 million subscribers)

'Gustavo Paródias' is a duo of two young Portuguese boys that create parodies of movies and TV shows by replacing the real voices with their own.



# About the Author

**VAST MEDIA** is a Berlin-based company specializing in tracking and benchmarking digital activities of broadcasters, studios and TV producers worldwide.

**VAST BUZZ** is part of VAST MEDIA's unique tracking services for the television and digital entertainment industry. Daily updated, it is a comprehensive database with more than 4,000 case studies ranging from Social TV campaigns, multiplatform storytelling and digital extensions of TV shows, to second-screen apps, games and branded content.

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